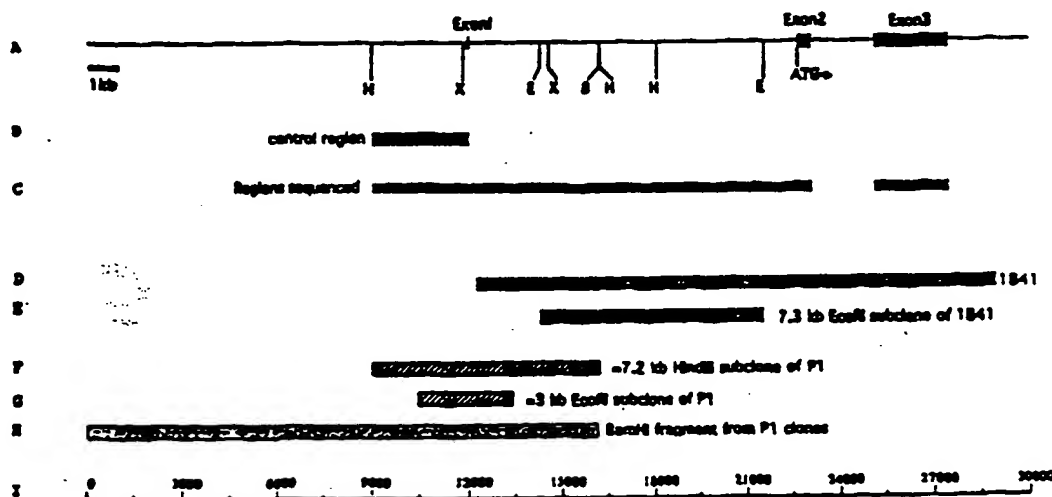


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INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification ⁶ : C12N 15/12, C07K 15/47, C12N 15/85, G01N 33/50, A61K 31/00		A2	(11) International Publication Number: WO 96/29405
(21) International Application Number: PCT/US96/03808		(43) International Publication Date: 26 September 1996 (26.09.96)	
(22) International Filing Date: 19 March 1996 (19.03.96)		(72) Inventors: BRIGGS, Michael, R.; 12156 Charbono Street, San Diego, CA 92131-1535 (US). AUWERX, Johan; 60, route de Hasnon, F-59178 Millonfosse (FR). DE VOS, Piet; 69, Ourwegmesteenweg, B-9750 Zingem (BE). STAELS, Bart; 155 D'Huartlaan, B-1950 Kraainem (BE). CROSTON, Glenn, E.; 7882 Camino Tranquillo, San Diego, CA 92122 (US). MILLER, Stephen, G.; 1822 Arch Street, Berkeley, CA 94709 (US).	
(30) Priority Data: 08/408,584 20 March 1995 (20.03.95) US 08/418,096 5 April 1995 (05.04.95) US 08/510,584 2 August 1995 (02.08.95) US 08/558,588 30 October 1995 (30.10.95) US 60/007,390 21 November 1995 (21.11.95) US 60/007,721 30 November 1995 (30.11.95) US 60/008,601 14 December 1995 (14.12.95) US		(74) Agents: WARBURG, Richard, J. et al.; Lyon & Lyon, Suisse 4700, 633 West Fifth Street, Los Angeles, CA 90071-2066 (US).	
(71) Applicants: LIGAND PHARMACEUTICALS INCORPORATED [US/US]; 9393 Towne Centre Drive, San Diego, CA 92121 (US). INSTITUT PASTEUR DE LILLE [FR/FR]; 1, rue du Professeur-Calmette, F-59019 Lille (FR).		(81) Designated States: AL, AM, AT, AU, AZ, BB, BG, BR, BY, CA, CH, CN, CZ, DE, DK, EE, ES, FI, GB, GE, HU, IS, JP, KE, KG, KP, KR, KZ, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, TJ, TM, TR, TT, UA, UG, UZ, VN, ARIPO patent (KE, LS, MW, SD, SZ, UG), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, ML, MR, NE, SN, TD, TG).	
		Published Without international search report and to be republished upon receipt of that report.	

(54) Title: MODULATORS OF ob GENE AND SCREENING METHODS THEREFOR



(57) Abstract

This invention relates to the isolation and cloning of the promoter and other control regions of a human *ob* gene. It provides a method for identifying and screening for agents useful for the treatment of diseases and pathological conditions affected by the level of expression of an *ob* gene. These agents interact directly or indirectly with the promoter or other control regions of the *ob* gene. A PPAR γ agonist, BRL49653, has been identified to be useful in treating anorexia, cachexia, and other diseases characterized by insufficient food intake or body weight loss. Modulators of *ob* gene expression may be used to treat other diseases such as obesity, diabetes, hypertension, cardiovascular diseases and infertility.

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